

**About Company:** Retail and consumer data platform that measures shopper behaviors more precisely.

* market research company that helps its clients make objective data driven decisions
* Provides solutions to present “big data” in clear way
* Able to provide strengths and weaknesses of company’s new product
* Able to provide Insight about who the company they are supporting should target and who is purchasing their products
* Can help identify competitors and right offer price for products

**Key information presented for students:**

**Commercial Analyst Internship** –

* Use analytical and consultative skills to help clients make better decisions
* Team placements will be across BASES, NIQ’s innovative practice
* Mostly looking to hire for this internship
* BASES –
	+ NielsenIQ’s Innovative practice
	+ Worldwide leader in analyzing and consulting new

**Financial Emerging Leaders Program** –

* 24-month rotational program
* Designed to expose you to many aspects of corporate finance
* Exposure to financial planning and analysis, controllership, pricing, and treasury operations
* Also offered as an internship as well

**Customer Success Rotational Program** –

* Will include 3 rotations across the Customer Success core analytical teams
* Teams are within – Insights, Business Intelligence, and consumer response

**Financial Leadership Program –**

* A selective 2-year program designed to build finance leaders
* Four 6-month assignments
* Four training courses
* Performance management provided
* Formal mentoring program is included in this program

BASES practice areas –

* Insights
	+ Assess the in – market potential of new concepts and products
	+ Help clients optimize their initiatives
* Forecasting
	+ Utilize consumer response date
	+ Planned market execution
* Line & Price
	+ Leverage market research and choice-based models to consult clients
* Design
	+ Evaluate clients’ current in market packaging
* Demand Solutions
	+ Influence strategic planning by assessing foundational category needs
* Advertising Practice
	+ Leverage neuroscience tools to help clients understand if their advertising is ready to launch
* Games
	+ Customized research with gaming category

**Questions asked/answers:**

* Main way to apply to their programs is [www.ripplematch.com](http://www.ripplematch.com) and search for NielsenIQ
* Jobs are also posted on handshake
* There are Spring 2022 co-op, full time, paid internships available
* Easiest way to find applications is to search on ripplematch
* You get a good idea of what the job is like through internship apart of BASES team
* They provide a lot of support, are very flexible, and allows employees to be in position to have client interaction
* Internship program allows for candidates to be hired
* You provided with great training if you do not get a job through the internship program

**Interview process/tips for potential candidates:**

* Be data driven and have proven, successful experiences leveraging data to tell a story or drive results
* Possess critical thinking skills
* Have strong organizational skills
* Be creative and willing to think outside of the box
* Have strong written and verbal communication skills
* Be able to collaborate effectively with internal teams to execute projects
* Have an interest in consulting
* Have an interest in the consumer-packaged goods industry
* Interview –
1. Phone Screening
2. Virtual interview – Hirevue
3. Analytical assessment
4. Panel interview -

- Mix of behavioral and analytical questions

- Brief case study

* They will look at LinkedIn during hiring process
* If given the option to provide a cover letter, do so

**Other:**

Recruiter emails:

ashley.lane@nielseniq.com

megan.lynch@nielseniq.com

kimberly.loughery@nielseniq.com